

SUSTAINABLE AGENCY

Media Bounty

“ The submission demonstrates a holistic understanding of the challenges for agencies and the industry, and meaningful actions are being taken across all Ad Net Zero pillars, crucially including pillar 5.

- Campaign Ad Net Zero judge.

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Challenge

Since its inception 14 years ago, Media Bounty has strived to be a forward-thinking agency with commitment to climate baked into its DNA.

Brief

To measure and reduce carbon across all client projects, turn down work from brands that are at odds with their values, and encourage behaviour change for the public.

Solution

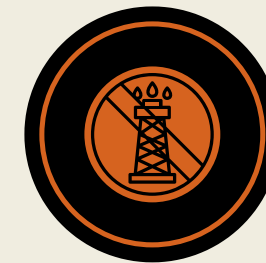
Media Bounty would track and reduce their carbon usage and conduct research on the ‘Persuadable’ audience who hold the most potential for climate action, in order to inform and improve climate communications for the public.

Execution

- Developed a theory of change on how advertising could help climate action and sought funding for it.
- Blocked fossil fuel ads from COP26.
- Conducted game-changing research on the ‘Persuadable’ audience.
- Campaigned in collaboration with charities to reduce carbon emissions and encourage Birmingham locals to enjoy the streets they love.
- Encouraged people to switch their pensions to ethical providers and banks to divert from fossil fuels.



Results



3.75 million people considering switching to a bank that doesn't fund fossil fuels.



Launched their 'Beyond the Climate Bubble' report detailing the forgotten 69% of the UK population that hold the key to unlocking growth for sustainable goods and services.